

Communications in the time of Covid-19

Australian Institute of Architects
April 2020

Communications in the time of Covid-19

Session agenda

COMMUNICATIONS
COLLECTIVE

Insights into the communications landscape.

Explore the use of content across owned and earned channels.

Checklist for developing good content.

How to remain innovative and relevant in a time of uncertainty.

How to position your business for success.

Recommendations for further action.

Questions.

So what does the communications landscape look like today?

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+ Covid-19

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Quick stats

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Facebook & Instagram saw a 40% (+) increase

Instagram and Facebook Live views doubled

Instagram stories have increased 15%

While some print publications have halted digital media consumption up across the board

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Top tips

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Think critically about how to tell your story.

Demonstrate leadership, agility and innovation.

Review strategy, planned communications and marketing activity.

It always comes down to the power of good content – and architects have lots of that.

What is the connector?

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Content

So what is good content?

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Original

Expert

Engaging

Shows leadership

Shares information

Show not tell

Linked to a broader trend

Timely

Provide value

Targeted

Top three audiences for content marketing?

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Users – they have real experience using your product/service

You are here to help them

Role: awareness and interest

Influencers – comprising of anyone that has influence over decision makers

To fast track your marketing, learn how to influence the influencers!

Role: interest, consideration and intent

Decision makers – gain information from the other audiences and have the final say

Role: intent, evaluation and purchase

And then....add stakeholders

Architecture practice ABC

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Client facing stakeholders:

Education – principals, bursar, department of education

Health – CEO and board, facility managers, state government

Commercial and workplace – major corporates, landowners, investment trusts, retail groups

Residential – publicly listed and private developers, local residents, prospective buyers

Local, state and federal government and authorities

Consultants

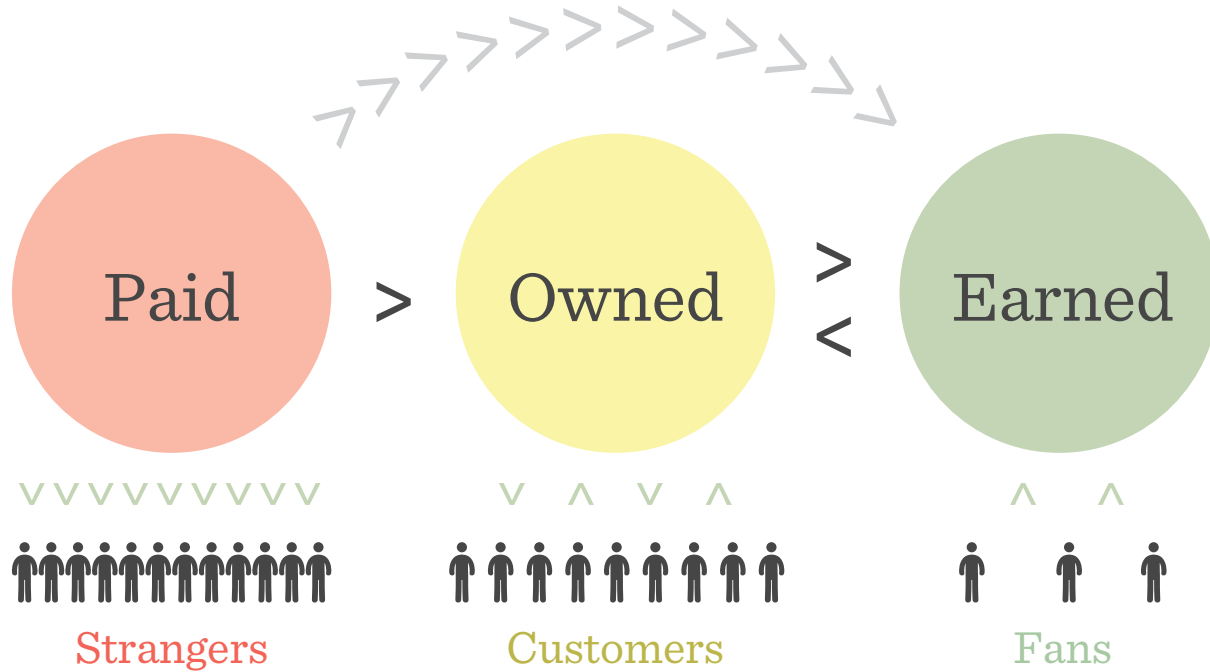
Current and prospective staff

Peers and relevant peak industry bodies

Media

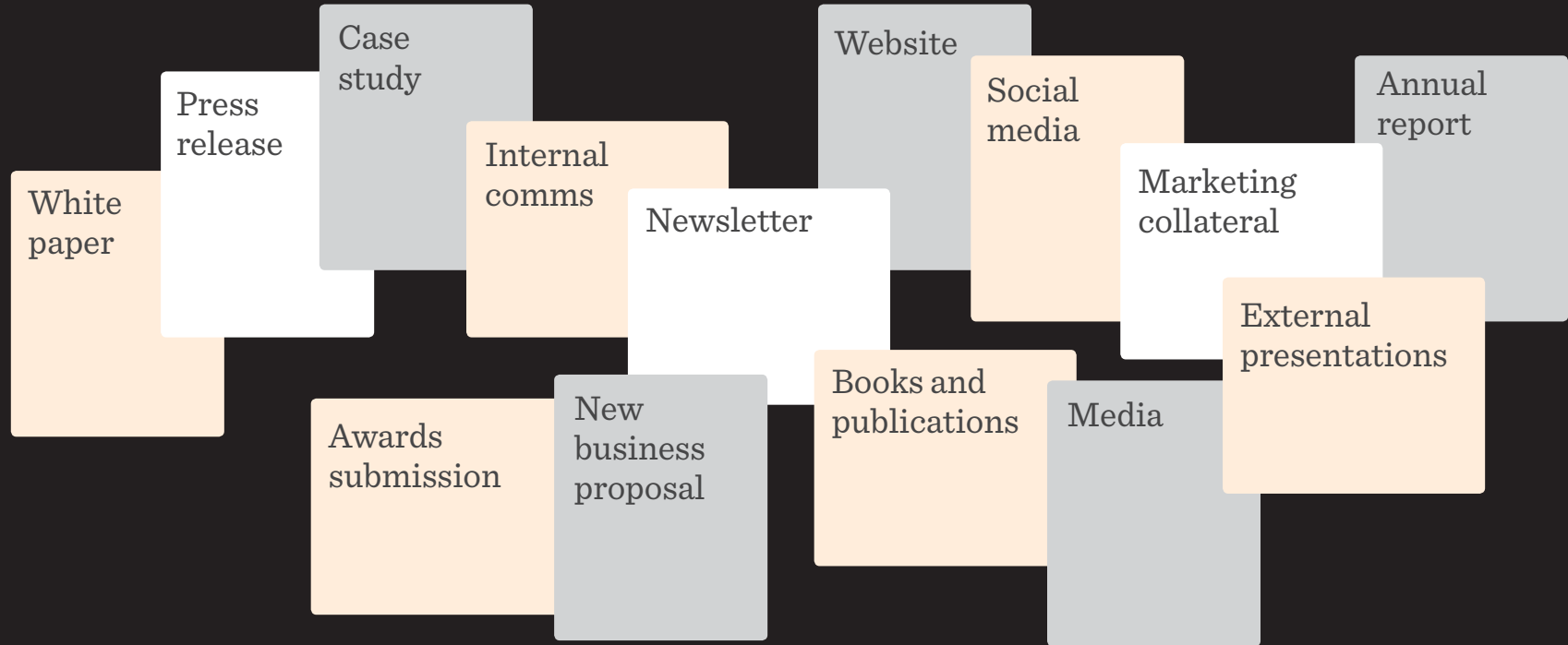
Understanding content

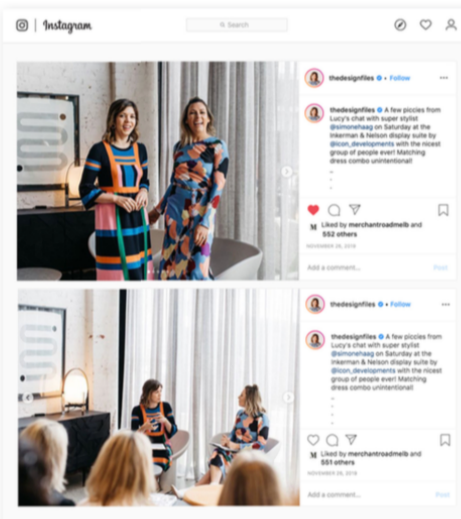
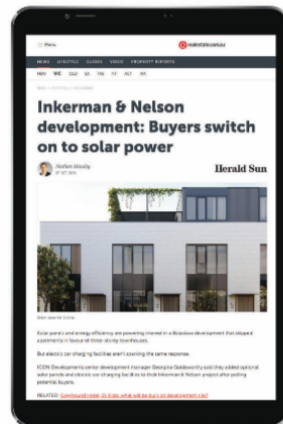
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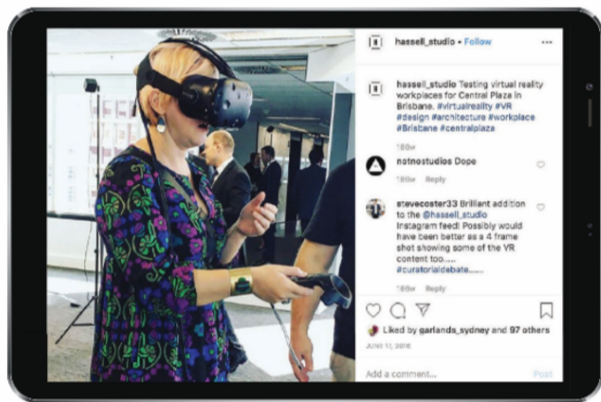


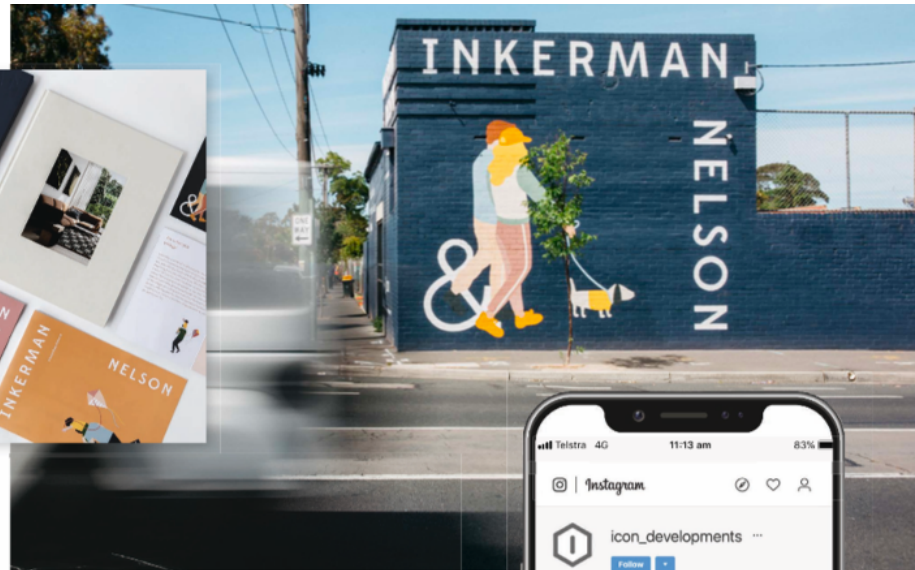
The many lives of good content

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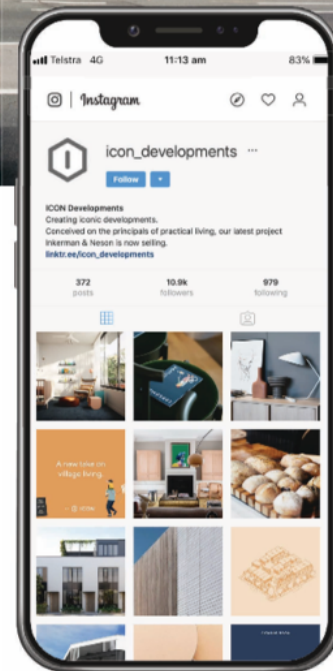
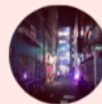






*I want to live there.
Could see myself cooking
delicious Japanese meals
in that kitchen.*

@tsuustb



H

Hampden
by RMA



Designed and delivered by Rob Mills Architecture & Interiors

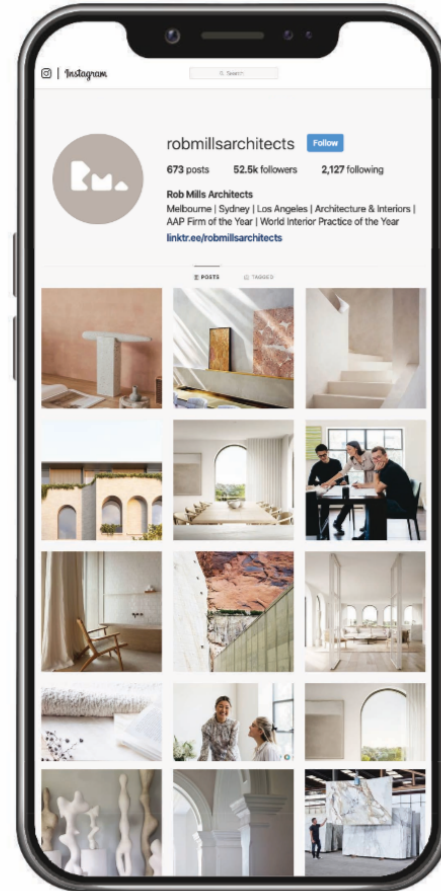
Rob Mills Architecture & Interiors presents Hampden by RMA.

Nine 3 bedroom private residences tailored for you in the heart of Armadale.

This is a rare opportunity to create your own superior living experience with all the hallmarks of RMA: intelligent design, healthy materials, crafted textures, a 7-star energy rating and a coveted locale.



HAMPDENBYRMA.COM.AU



Architect eyes rich investors for projects



Abstract

[illegible]

While most low-income countries are still making investment decisions on building assets such as commercial projects, the WFP and its partners—which include countries that have not often been perceived as investment destinations—may be able to develop more profitable work with their low-protein center for in Malawi's inroads.


Developed by WFP in a two-year pilot project, the program is now being expanded to other areas, but expanded after deciding it would be better to experiment.

The project will compare three different types of investment. One is a 100% WFP in a 100% WFP, with an average selling price of about \$100,000 per year.

At WFP, the goal is to get the best price possible for the project, but it will also provide a 100% WFP and half million, before making construction by the start of the next financial year. Construction time is about 100% WFP.

They have to do it on commercial terms—there is a great profit margin.

The New Orleans Convention Center

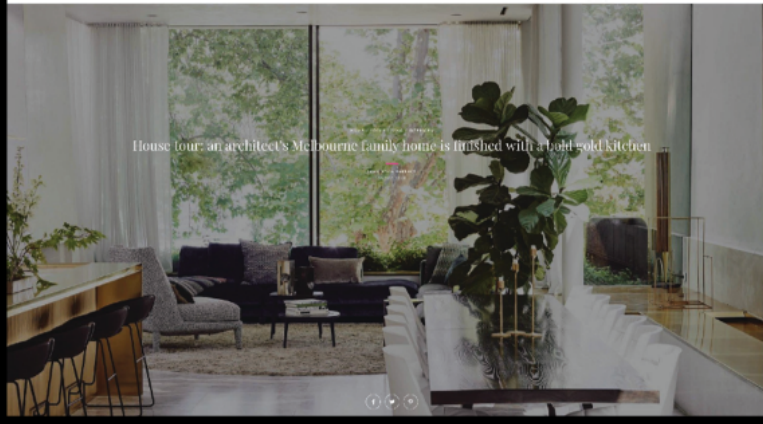
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Stromberg, said. Stromberg's office also offers clients a variety of services, including a "family assessment" or "wellness assessment" to help them understand their family's overall health and well-being. Stromberg's office also offers a "family assessment" or "wellness assessment" to help them understand their family's overall health and well-being.

VOGUE **LIVING**

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House tour: an architect's Melbourne family home is finished with a bold gold kitchen



Rob Mills Architecture & Interiors
January 10 at 5:03 PM · 🌐

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Recommendations

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Review strategy and any planned communications and marketing activity.

Focus on the creation of online services and communications activity. Media and social media channels are booming.

Ensure communications activity works with the news cycle and is still relevant, appropriate and timely. Understand media resources are strained – package stories thoughtfully and thoroughly.

Use the time to work on backburner projects – e.g. communications strategies and digital optimisation including web, database and SEO to ensure your practice is well positioned.

Communications in the time of Covid-19

Recommendations

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Think critically about how to tell your story.

Who is your audience and what do they want to / need to know?

How can your messaging be adapted to the current environment (whilst staying true to your brand)?

How are you leading a conversation about what is important to your clients, peers and broader community?

How can you inspire your audience(s) and provide relief?

Communications in the time of Covid-19

Recommendations

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Become your own news outlet and build your owned channels via effective newsletters, social media and thought leadership content.

Think digitally – how can online channels be used more effectively to reach new and existing audiences.

Look to the long term and invest in brand building activity.

Explore new ways to collaborate and innovate.

Look for meaningful ways to help and connect with your community.

Press coverage – Techne Architecture + Interior Design

STYLE LOUBOUTIN REFLECTS EASTER HOME DELIVERED LUXE CHOCOLATE MOTORING BENTLEY'S \$3 MILLION GAMBLE



Life & Leisure

WHERE THE ART IS
THE GALLERY HOME
OF TELSTRA'S CEO



13 April 2020
www.affr.com.au The Australian Financial Review

DESIGN INTERIORS



Exhibition home

The newly completed house of Telstra CEO Andy Penn and his wife Kallie Blauhorn is as much an art gallery as a living space, writes Stephen Todd

"We wanted a space where we could live and bring work," says Kallie Blauhorn of her new home in the inner-city suburb of Telstra. The house, which she and her husband, Andy Penn, have lived in since it was completed in August, is a modern, minimalist space that reflects their tastes in art and design.

Blauhorn and Penn have lived in the house for about a year. The house is a modern, minimalist space that reflects their tastes in art and design. The house is a modern, minimalist space that reflects their tastes in art and design.

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Life & Leisure 15



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Life & Leisure Easter chocolate Exclusive look inside Andy Penn and Kallie Blauhorn's art gallery home

FINANCIAL REVIEW

www.affr.com.au Friday 3 April 2020 54 cents

Member support means 'less for corporates'

Big super warns of cash-in risk

ANALYSTS SAY THE RISK OF CASH-IN IS A REALITY FOR SUPERANNUATION FUNDS

Superannuation funds are warning of a cash-in risk as they face a sharp decline in contributions and a rise in withdrawals. The Australian Financial Review has reported that the industry is facing a cash-in risk as it faces a sharp decline in contributions and a rise in withdrawals.

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BOSS

Exclusive by James Egan In the last week of February, Commonwealth Bank chief Matt Comyn readied the outbreak of the coronavirus but it was only a health crisis that also an economic one. The 44-year-old, a data geek, was taking in numbers from many directions. The real infection point was the spread of the virus, which was spreading in a government response to prevent overwhelming the health system. Comyn has led the bank's response to the COVID-19 outbreak, drawing on his time spent doing in China's activities, where he gained a sense of the role the bank played during previous global and local crises.

Westpac chief Peter King eyes fast restart

James Frost
Westpac chief executive Peter King says the bank will not be the first to restart the economy. He says the bank will wait until it is clear that the economy is safe to restart. King says the bank will wait until it is clear that the economy is safe to restart. King says the bank will wait until it is clear that the economy is safe to restart.

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Press coverage – Techne Architecture + Interior Design

You can explore this dreamy Melbourne art installation online



By Nicola Dowse

Posted: Monday March 30 2020, 10:11am



Photograph: Alex Reinders

Covid has really done a number on Melbourne's arts industry, but the city's creative folk are finding, well, creative ways to cope with shutdown restrictions.

As part of Melbourne Design Week, artist Yan Huang, furniture designer Danielle Storm and Techne Architecture + Interior Design collaborated to create 'Daydream' – a pop-up sensory installation that merged nature with human design. Unfortunately, 'Daydream' only ran from March 20-22, but anyone who missed it can now explore the work online.

'Daydream' features a luridly purple-lit space with a whiff of David Lynch to it. The installation is filled with fog, fragrances, plants, light and water used to complement the custom design elements, some of which translate better than others across the web (you'll have to imagine the fragrances we're afraid). 'Daydream' was predominantly made from recycled and sustainable materials, further strengthening the work's desire to show the connection between design and nature.

The collaborating artists and designers have put a virtual tour of the art installation online ([take a peek here](#)). The tour takes you through the installation pretty quickly, so don't be afraid to hit the pause button (bottom left-hand corner) if you want to pause and examine the space in more detail.

A guy's tattooed back is currently being livestreamed at MONA... because it's MONA.

Most recent posts

Museums across the world are sending each other virtual bouquets

Laneway Learning is now running \$9 online short courses

Castlemaine has taken its annual fundraising art auction online

You can do a 1,000-piece jigsaw puzzle of a hand-drawn map of Melbourne

This Melbourne animal shelter is running virtual storytime for kids at home



Press coverage – Rob Mills Architecture & Interiors



Architecture Interiors Objects Resources WFH VIDEOS

IDEA

PODCAST

Home • Architecture • Designers shouldn't waste time "spinning their wheels" says Rob Mills



Designers shouldn't waste time "spinning their wheels" says Rob Mills

Apr 14, 2020

share 

• Article by Elisa Scarton

With the [coronavirus outbreak](#) causing cancelled or postponed projects, it can be tempting for designers to go into overdrive seeking out new business, but Rob Mills says that's not the best use of your time.

"I've been through three recessions, now this is the fourth, and I've looked back over those times and I realised that I'm better off not spinning my wheels," he tells ADR.

Press coverage – Rob Mills Architecture & Interiors



High street shopping precincts will become more relevant after the crisis. Photo: Chris Hopkins



**After coronavirus the way
we design commercial
buildings will change,
architects say**

Press coverage – Quintessential Equity

COVID-19: Pandemic won't impact \$300m Geelong office tower projects, developer declares



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Peter Farago

11 APR 2020

Geelong
Advertiser

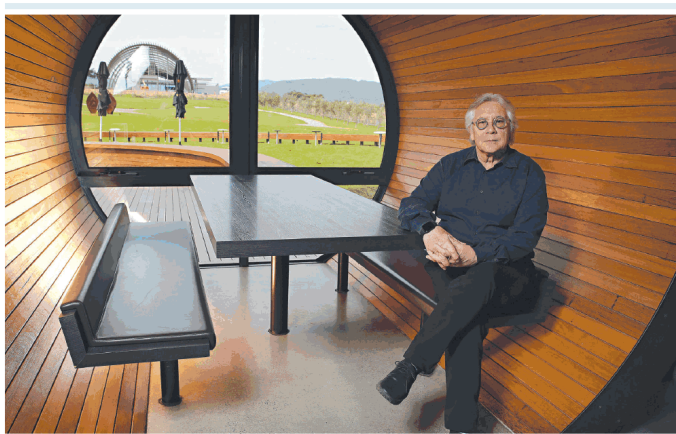


A webcam photo of the GMHBA building worksite in central Geelong. Picture: Quintessential Equity

The COVID-19 pandemic hasn't halted progress on two major commercial building projects remaking parts of central Geelong.

Quintessential Equity executive chairman Shane Quinn said work on the head office of health insurer GMHBA and the Civic Precinct for City of Greater Geelong was advancing as scheduled despite the health crisis.

Press coverage – Fender Katsalidis



STUART MEYER

Architect Karl Fender at Levantine Hill Estate Winery in the Yarra Valley, which he designed: 'The design pays homage to the winemaking process'

Architect unbottles a winery wonderland

EXCLUSIVE

LISA ALLEN

He may be a champion of Australia's ongoing urbanisation but acclaimed architect Karl Fender is branching out from commercial and residential design into winery and upper end luxury accommodation projects.

The wealthy Victorian Jreissati family, of Bensons Property Group, who have developed apartments across Melbourne, hired Fender Katsalidis to design a \$20m-plus winery, events, tasting and presentation centre along with 34 high-end luxury suites at their Levantine Hill Estate in the Yarra Valley.

will host international wine shows. But on a more local scale she is expecting it to attract weddings and larger family events to the vineyard, which produces wines in the old-world French style.

Mr Fender, one of the founders of the acclaimed architectural firm which bears his name, designed MONA in Hobart and the Bendigo Art Gallery in regional Victoria, but he said projects such as the Levantine Hill Estate development were unique.

'It is an unusual project, not one that comes along very often,' Mr Fender told The Weekend Australian.

'We are doing an integrated development.'

'They are making the best wine in the valley and I would argue that the buildings are unlike anything else in the valley.'

The design pays homage to the winemaking process and is a reflection of the brand's pedigree. It will be a point of attraction for both design and wine lovers, enhancing the dining and lifestyle experience,' he said.

'The building is a soaring barrel vault capturing views of the

winery, and in concert with the neighbouring cellar door, will raise the bar even higher for hospitality in the region.'

'(Whereas) the wine production building is a barrel vault, quite a simple vaulted form, it's practical and quite rural in its look.'

'They wanted something quite striking as you drive past'

KARL FENDER
ARCHITECT

They have used a lot of corrugated iron. On the one hand, it's complementary to the cellar door and also a very nice soft form against the surrounding scenery.'

Bensons Property chairman Elias Jreissati started buying vineyards in the Yarra Valley back in 2008 with his Maroonah Highway Levantine Hill vineyard encompassing about 200 acres.

'Elias has developed a successful business at Levantine Hill with very good food, a nice building, a fine location and an excellent

range of wines. It's a formula for success,' Mr Fender said.

Mr Fender said there were some very nice winery buildings in the Yarra Valley.

'Some are of course historical but I am not sure if there is anything else as current as this one.'

'They wanted something quite striking as you drive past but it had to be appropriate in a rural setting and had to be very nice to be inside to taste wines.'

Levantine Hill Estate managing director Samantha Jreissati said an application would be made to the local council within a couple of weeks to develop the Fender Katsalidis-designed self-contained accommodation arm of the project, which will cost around \$10m.

It's a small cluster of 34 self-contained high-end units. We would have hoped to have them finished by the end of this year but with the virus it will probably be finished by the middle of next year,' Ms Jreissati said.

Prices for two people start at \$300 mid-week, rising to \$1200 on the weekend for the higher-end accommodation.

Both the accommodation and

the new event space are being built on the Levantine Hill Estate's Moorandah Highway vineyard where all the estate wines are grown.

'We would love to attract international chefs and winemakers and further elevate the Yarra Valley wine region,' Ms Jreissati said.

'But the point of everything we are doing is we have to fit in with the landscape, we will have to honour that with accommodation as well. In any place we do on the land we want to honour the sense of place and respect the beautiful landscape.'

Back in Melbourne Mr Fender said the firm was working on a spread of designs from build-to-rent to commercial office, retail, hotels and residential. But he said the 150-strong firm, which was working from home, was not doing as much residential as normally.

'We are still looking at planning applications, and the early stages of residential projects. We have a number of residential projects under construction, while the Australia 108 tower is nearing completion.'

THE AUSTRALIAN

Questions?

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Learn more?

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www.communicationscollective.com.au